

MICHAEL B.
JORDAN

ACADEMY AWARD® WINNER

JAMIE
FOXX

ACADEMY AWARD® WINNER

BRIE
AND LARSON

JUST MERCY

International Art Guidelines

Dec 04.....Overview

Dec 06.....Art availability and timing

U.S. Release Date: January 10

Team Chucholowski

TITLE TREATMENT & BILLING BLOCK.....pg 4

ONE SHEETSpg 5-6

- Hero 1sht & Quad *available on adstream by Dec 9th*
- Main 1sht & Quad *available on adstream ASAP week of Dec 9*

BUS SHELTERS.....pg 7

- Hero *available on adstream by Dec 9th*
- Main *available on adstream ASAP week of Dec 9*

OUTDOOR.....pg 8-9

- Hero 30sht & 14x48 *available on adstream by Dec 10th (tbc)*
- Main 30sht & 14x48 *available on adstream ASAP week of Dec 9*

Markets may use either the Hero or Main art exclusively, or a mix of both looks.

We understand we are very late on artwork, and we are working to finish the art ASAP.

Once finished, the artwork files will be in Restricted until debut (date tbc). If you have pressing deadlines, please reach out to Team Chucholowski for early access to files.

MURAL/WILDPOSTINGS.....pg 10

IN THEATRE

Helen Edwards’ team will provide files to a flat panel standee based on one, or both, of the Main looks for markets to produce locally.

AWARDS ADS.....pg 11

- We have a handful of magazine ads created by the US team that have been finished for the awards campaign. Although these ads are meant for the awards season, the messaging can be adapted for in-season/chase ads. Please reach out to Team Chucholowski if you would like to use these ads.

TITLE TREATMENT



BILLING BLOCK

The latest billing block and AdPub Guidelines are on ADSTREAM.
Files include the billing setups for all print material that requires billing.
If you have any questions regarding legal requirements, please contact
TeamWalden@warnerbros.com.

Hero 1sht



Online Debut:	December 9, 2019
On Adstream:	December 9, 2019

Hero Quad



Main 1sht



Online Debut:	week of Dec 9
On Adstream:	ASAP week of Dec 9

Main Quad



Hero Bus Shelter



On Adstream:

December 9

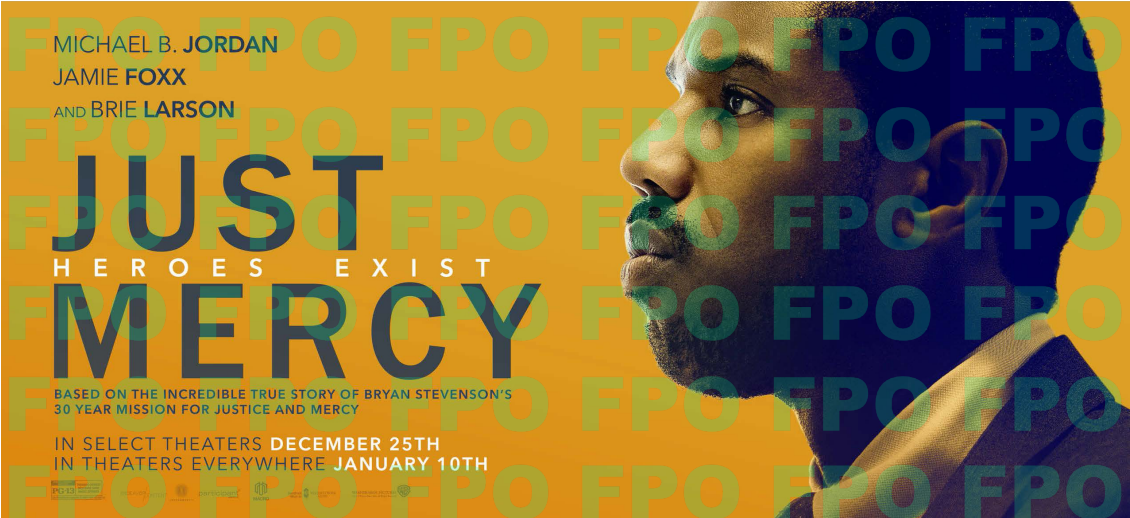
Main Bus Shelter



On Adstream:

ASAP week of Dec 9

Hero 30sht



On Adstream:	by Dec 10 th (tbc)
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Hero 14x48



Main 30sht



On Adstream:

ASAP week of Dec 9

Main 14x48



JUST MERCY

mural / wildpostings



This artwork is meant for mural and wildposting placements. The plans for this art are still being confirmed, but please reach out to Team Chucholowski if you are interested in using.



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Example Ads *(more available to review upon request)*

